

School Milk—Looking Good! Milk Cooler Rebate



What?

Western Dairy Association (WDA) is offering a 25% rebate (maximum \$250.00) toward the purchase of a milk cooler.

Why?

To attractively display school milk. A study by SNA and National Dairy Council demonstrated that milk which is well merchandised and served cold in attractive packaging increases milk sales and participation in school meals.

How?

1. Visit www.nutritionexplorations.org, click on School Nutrition Professionals, New Look of School Milk, Cold Milk, and Cooler Equipment Catalog.
2. Browse through milk coolers featured on website. Select the cooler.
3. Contact the company that represents the selected cooler. Purchase cooler from the company.
4. Submit receipt, school foodservice contact, school name, address and phone number to WDA for rebate. One rebate offer per school. Send to:



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Western Dairy Association
12000 Washington St, Ste 175
Thornton, CO 80241

303-451-7711 or 800-274-6455
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Rebates given for equipment purchased from companies listed on website. Additionally, only 100% milk and/or dairy products may be served from the cooler. We also encourage cow spots and got milk graphics be added which will create a “cool” look to the cooler and milk.

When?

Offer valid through December 2009
(or until the milk money runs dry!)



***Cold milk tastes
good, too!***